

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

255

Inside Information

STA
U.S.D.A.
HOLLAND AGRIC LIBRARY
RECEIVED
SEP 21 '82

United States Department
of Agriculture
Office of Governmental
and Public Affairs
Washington, D.C. 20250

VOLUME 4, NUMBER 25

OCTOBER 4, 1982

INSIDE THIS "INSIDE"

PROCESSED BY
CURRENT SERIAL RECORDS

Page

New acting public affairs (information) head named for USDA.....	1
Ideas about electronic news clipping via Dialcom's "Newstrack" solicited.....	1
University of Missouri has opening for Extension information specialist.....	2
Cornell University radio PSA on safety recognized by three organizations.....	2
20th century agricultural science information symposium set for Oct. 20-22....	2
Vol. 1, No. 1, of "Florida Agricultural Research" off press.....	3
New "AgriStar" electronic communications system about ready for service.....	3
Hotel chain to install computer terminals in hotel rooms for guests.....	3
Agricultural communicators and research administrators hold workshop.....	4
Investors and brokers using electronic "information retrieval" more.....	4
New national daily newspaper expanding coverage to additional areas.....	4
Colorado Extension Service director (former information head) takes new post..	4

NEW PUBLIC AFFAIRS HEAD NAMED FOR USDA

Earl Cox, former director of information, publications and reports for the U.S. Department of Labor, has been named acting director of public affairs for USDA.

He reports to Assistant Secretary of Agriculture for governmental and public affairs Wilmer "Vinegar Bend" Mizell.

Cox worked for a number of years in the U.S. Department of Commerce's Office of Public Affairs, serving as director of radio and television operations.

Claude Gifford has been named acting deputy director of public affairs.

ELECTRONIC "NEWSTRACK" IDEAS SOLICITED

What is the experience of those using the electronic news clipping service, "Newstrack," on the Dialcom system? Some electronic mail users have asked the question.

Virginia Tech folks discovered that the Newstrack profile has a limit of 50 lines (words or phrases). This may prevent some users, especially those who want only their own state's clips, from getting as specific as they desire. One suggestion is to use a second mailbox ID and build a second profile of 50 lines on it.

Virginia Tech also is wondering about the experience of other states which have set up profiles for nonagricultural articles.

Florida Department of Agriculture & Consumer Services uses the Newstrack clips to prepare an early morning news summary each day for the Commissioner and other key departmental officials.

How are others using the electronic newsclips?

Anyone wishing to share their experience with Dialcom's Newstrack service to date, send your comments to INSIDE INFORMATION editor--AGR002--and we'll carry in an upcoming issue.

MISSOURI HAS OPENING FOR COMMUNICATOR

University of Missouri has an opening for an Extension Service information specialist who will concentrate on home economics and 4-H youth programs.

Applicants should have an undergraduate degree in home economics journalism or communications, although those with journalism/communications or closely related fields will be considered. A master's degree in journalism or communications, education or related field also is required.

Applicants with five or more years experience in journalistic related fields are preferred, but others with less experience will be considered.

Additional qualifications are proven ability to work harmoniously with a wide range of personalities, be favorably disposed to teaching and training of communications skills, and willingness to travel up to 25 percent of the time throughout the state.

Closing date for applications and resumes is Oct. 31. Send to Richard L. Lee, Director, Extension Information, 1-98 Agriculture Building, University of Missouri, Columbia, MO 65211. For further information contact Lee at the above address, or call (314) 882-2480.

CORNELL RADIO PSA IS CLIO FINALIST

A radio public service announcement for Cornell University's Cooperative Extension Service and the New York Farm Bureau has been cited for its excellence by three media associations, including the prestigious CLIO organization, best known for awarding the "cousin of the OSCAR."

Agricultural Communicators in Education, the New York State Broadcasters Association and CLIO recognized the effectiveness of the farm safety PSA, "Tracy." The recorded message was designed to increase public awareness about the hazards of using agricultural equipment and was broadcasted by radio stations across New York state.

"Tracy" was one in a series of farm safety PSAs produced last year by Gordon Webb, supervisor of the Radio Center of Media Services in the New York State College of Agriculture & Life Sciences at Cornell.

The "Tracy" message was a finalist in the CLIO awards competition. It was among nearly 13,000 entries in the radio, TV/cinema, print, package design and speciality advertising categories.

20TH CENTURY AG SCIENCE SYMPOSIUM SET

Land grant university deans of agriculture, librarians, technical writers and others will meet at the National 4-H Center and USDA's National Agricultural Library Oct. 20-22 for a symposium of 20th century agricultural science information--its identification, development, use and dissemination.

Orville Bentley, USDA's new assistant secretary for science and education, will open the event with a keynote address. He will stress the utility and impact of information on agricultural research.

Other talks the first day will focus on the utility of information in agricultural research, its economic impact and the role of communications media.

Second day's talks will center around specialized subjects and the use and accessibility of information about these special areas.

The third day's focus will be on current cooperative efforts between land grant and forestry institution libraries, problems in systems and implementation of new ones, and potential for future joint undertakings.

"FLORIDA AGRICULTURAL RESEARCH" OFF PRESS

Volume One, Number One, of "Florida Agricultural Research 82" is off the press and 10,000 copies of the 4-color periodical are ready for distribution.

"Florida Agricultural Research" will be published quarterly by the University of Florida's Institute of Food & Agricultural Sciences.

Editor Chuck Woods hopes to expand the mailing list beyond the initial peg of 10,000.

The introductory remarks by Florida's Dean of Research, Dr. Aloysius Wood, explain how the new periodical will bring results of various aspects of Florida's research program in popular form to the public.

"By selecting a wide spectrum of topics and presenting the results of basic as well as applied research, we hope to provide, in time, the full flavor and measure of the impact of our research program on Florida's agriculture," Dr. Wood says.

The 24-page self-cover publication carries 4-color graphics throughout, including a full-page photo on the front cover page.

Cost of the first issue (printed boldly across the back cover) is \$5,940--or 59.4 cents per copy. Incidentally, the cost of mailing the publication to INSIDE INFORMATION for review was 71 cents, according to the postal meter tag on the envelope.

Those wishing to see a copy of "Florida Agricultural Research 82," send a note to Chuck Woods, Editorial Department, Institute of Food & Agricultural Sciences, G022 McCarty Hall, University of Florida, Gainesville, FL 32611, or call (904) 392-1771.

"AGRISTAR" TO BEGIN SERVICE IN NOVEMBER

A publisher of farm journals will launch a two-way electronic information service for farmers in November that promises instant access to financial, marketing, weather and news information.

The new service, to be known as "AgriStar," will begin operation Nov. 15 after a year-long trial, according to AgriData Resources, Inc., the Milwaukee-based publisher of "FarmFutures" magazine and a number of other agricultural periodicals.

The service is described as the "first national commercial electronic information system aimed at a specific market." Using the AgriStar network, any farmer or rancher with a home computer will be able to gain access to a master computer 24 hours a day.

Agreements have been reached with several publishers, meteorological services, commodity brokerage houses and selected agricultural corporations, associations land grant universities and USDA (through Dialcom electronic mail system) to provide information to the AgriStar network.

HOTEL ROOMS TO HAVE COMPUTERS

Quazon Corp. of Dallas, Tex., has obtained an order for up to 500,000 computer terminals from Travelhost Communications, Inc.

The miniterminals will be installed in hotel rooms throughout the Travelhost network to provide hotel guests with access to electronic mail networks, data bases, market quotations, restaurant guides, airline schedules and reservation systems and even to the guest's own office computer system.

COMMUNICATORS, RESEARCHERS HOLD WORKSHOP

More than 110 communicators and administrators from 39 states attended a national workshop at St. Louis Sept. 16-17 which focused on more effective and planned reporting of agricultural research and science results.

The two-day affair was sponsored by the Experiment Station Committee on Organization & Policy (ESCOP) and was organized by the ESCOP Science Communications Subcommittee chaired by Mason Miller, communications specialist with USDA's Cooperative State Research Service.

Better public relations for research was the stated goal and consumed the entire workshop. The emphasis was on how research units and information staffs can best develop effective programs to upgrade public perceptions of research--at minimum costs.

ESCOP will move to develop specific communication strategies to better inform the public and build renewed understanding and support for agricultural research.

More liaison with news media was recommended by USDA and state information representatives at the workshop. Successful results by USDA public affairs specialists and some state research communicators were cited as examples.

Additional information about the workshop results can be obtained from Mason Miller at (202) 447-6123, or Dialcom mailbox AGS3003, or from Clay Napier, USDA News Center at (202) 447-9523, or Dialcom mailbox AGR003.

INVESTORS, BROKERS USING ELECTRONICS MORE

Increasingly, brokers and investors are finding that the new "information retrieval" technology is making their computers more useful, by being able to retrieve everything from stock market quotations to airline schedules.

According to an article in the Sept. 27 WALL STREET JOURNAL, several information services were mentioned -- The Source (of Reader's Digest), CompuServe, Dow Jones News Retrieval Service, Commodity Systems, etc.

NATIONAL NEWSPAPER EXPANDS COVERAGE

USA TODAY, the nation's newest daily newspaper, is gradually phasing in as a "coast-to-coast" publication.

The Gannett paper debuted three weeks ago in the Washington, D.C., and Baltimore areas. Two weeks ago, it began distribution in the Atlanta, Ga., area.

Last week it was made available in the upper Midwest, within a 250-mile radius of Minneapolis-St. Paul. This week it expanded into the Pittsburgh area.

COLORADO EXTENSION HEAD NAMED TO NEW POST

Lowell Watts, director of the Cooperative Extension Service at Colorado State University for the past 23 years, will become director of international extension and training programs for CSU's office of international programs. Watts came to CSU in 1954 as director of information services.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 458-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.